

Get down to Basics.



The new low-tar cigarette
with Double-Aged Tobacco.
And only 6mg tar.

Basic gives you more flavor
because it starts with more flavor.
The reason? A special process called
Double-Aging.

All tobacco is aged. But with the
Basic blend, selected leaves
are aged again. They're al-
lowed to enrich
themselves un-
til they're ac-
tually too full
flavored for
today's smokers.



Your Basic guy thought:
"What do I think of great taste
and low tar? What do you think
of great taste and low tar?"

But it's
important to
start with all
that flavor. Why? So when you take
out tar—take it all the way down to
6 mg—you'll still have plenty of
flavor left.

That's the Basic idea. Flavor.
With only 6 mg tar.

Get down to Basics.
Double-Aged Tobacco. Only 6 mg tar.
Also Available in 100's.

Exp.: 6 mg "tar", 0.9 mg nicotine—
Tob.: 0.9 mg "tar", 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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